

**COLLEGE RADIO
CORPORATION**

545 FIFTH AVENUE • NEW YORK 17, N. Y. • Telephone: Murray Hill 7-6865

December 7, 1953

Miss Dorothy M. Coffman
Advertising Manager
RADIO STATION WCSR
Smith College
Northampton, Mass.

Dear Miss Coffman:

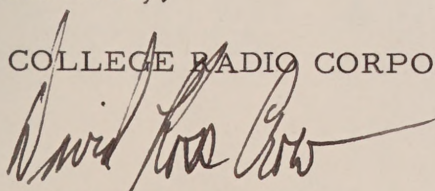
Thank you for your letter of December 4. We realize that this is a difficult and time-consuming job, and that you have other items like studies to occupy your time. However, as you must understand, the sooner we have this information on your station, the better job we can do for you.

Under separate cover you will receive the BRAND PREFERENCE SURVEY. We are sorry that you have not had it before this.

Thank you for your cooperation. If there is anything that we can do for you please don't hesitate to let us know. Don't hesitate to drop in to see us when you are in New York.

Sincerely,

COLLEGE RADIO CORPORATION



David Ross Crow
Vice-President

COLLECT RADIO
CORPORATION

200 TOWN AVENUE - NEW YORK 17, N. Y. - PHONE: GRAMER 9-1100

HANDWRITTEN

Collect Radio Corp.

The Collect Radio Corporation is a corporation organized under the laws of the State of New York, and has as its principal office, 200 Town Avenue, New York 17, New York. The Collect Radio Corporation is a corporation organized under the laws of the State of New York, and has as its principal office, 200 Town Avenue, New York 17, New York.

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NEW YORK, N. Y.

W. J. ...
Vice-President